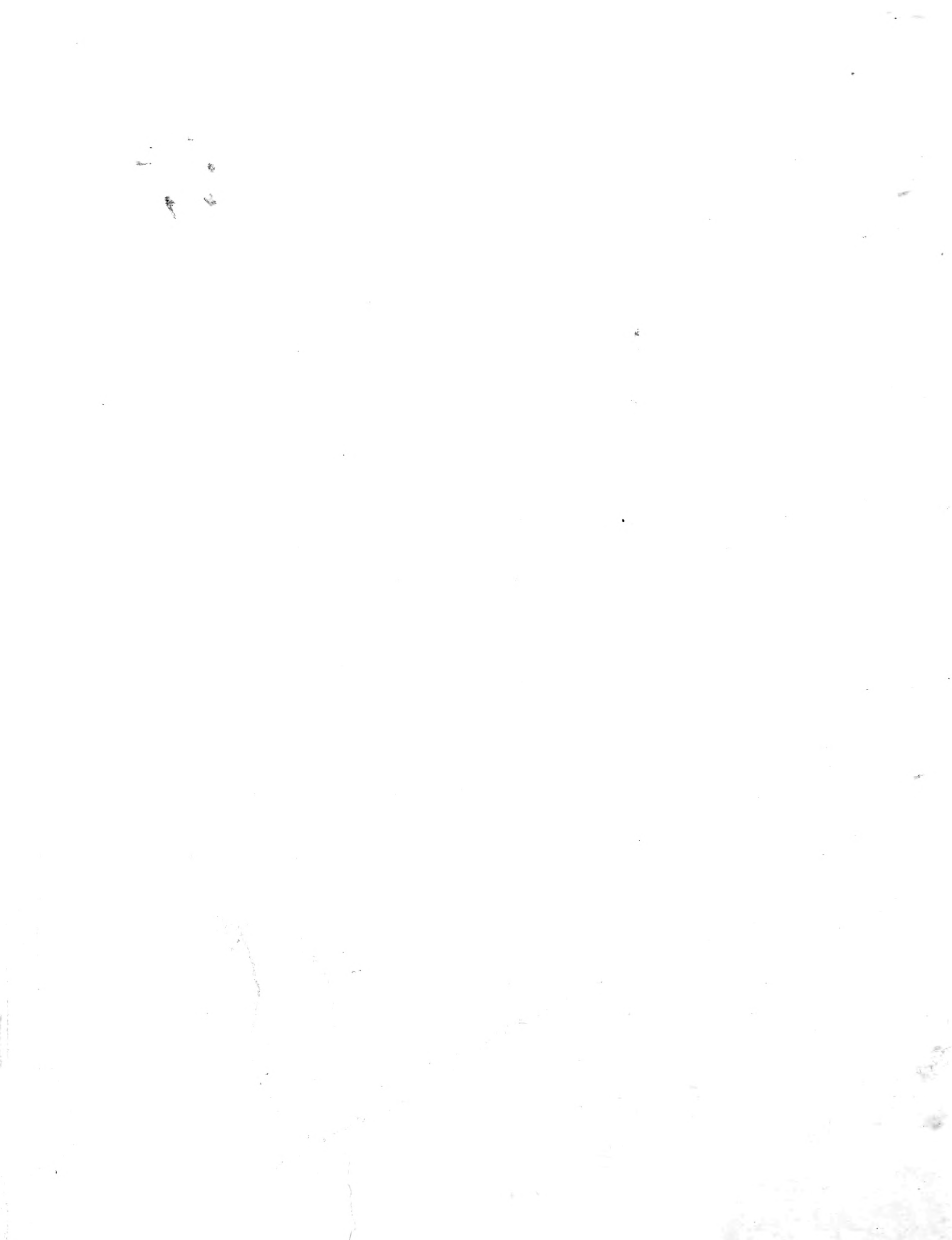


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COLONIAL GARDENS' INTRODUCTIONS FOR 1940

LIBERATOR (Baerman) (Sultan (Crow) x Flaming Meteor)

We have always made it a rule never to name a glad after a political or controversial figure, so lest anyone jump to the conclusion that this name has anything to do with either side of the current insanity abroad, we hasten to make a complete disavowal! We have had this name up our sleeve for several years awaiting the arrival of a red or scarlet gladiolus sufficiently outstanding to merit so great a name. When the brilliant scarlet seedling which won the grand championship in the seedling class at Wisconsin in 1938 proved a runaway propagator in addition to possessing all its other fine qualities we decided we had the scarlet we wanted. **Liberator** is a brilliant, brick orange-scarlet of the highest lustre and smoothness we have ever seen in a scarlet glad. A slight silveryness of sheen may be noted at the extreme edge of the petals. **Form is so precise as to make the florets look carved.**

Liberator is descended from the four greatest reds of an earlier generation: Purple Glory and Dr. Bennett (Sultan), Pfitzer's Triumph and Aframe (Flaming Meteor).

A very consistent regular performer of good height, producing fine, cattail spikes from small bulbs and even blooming from bulbets in 75 days. **Foliage, so often indicative of vigor, is up to three inches wide.** We consider **Liberator** a very auspicious beginning for a new decade of glad introductions.

Bulbs each, any size: \$12.00. Bulbets: \$1.00 each.

LEGEND (C. Fischer) (Picardy x Maid of Orleans)

The soft, lush, quiet beauty of this huge light pink glad carries a remarkable effect of bland tranquillity. In form it is somewhat reminiscent of Margaret Fulton but is more elegantly recurved, and of course it is far larger. **In fact it rivals well grown Picardy for size.**

The color of **Legend** is a pure light pink blending to an entirely unmarked creamy white throat. Will show a light flecking in certain weather. Has a stronger spike than Picardy and will not crook in hot weather. **A very tall grower with heavy foliage.** Placement is excellent; propagation heavy. **Top notch in color, size, height, and general vigor.**

Bulbs each, any size: \$12.00. Bulbets: \$1.00 each.

EDVARD GRIEG (Prestgard) (Parentage unknown)

Our first "blue" introduction. Similar to the well known Ave Maria in color except that the throat marking is less distinct. **The tallest blue we grow.** Even from planting stock it will open eight large florets at a time. Has fine foliage and a good bulb. A good propagator. We consider **Edvard Grieg** a genuinely worthwhile addition to a very limited color class.

Bulbs each, any size: \$6.00. Bulbets: \$.75 each.

GOLDENHEART (C. Fischer) (Picardy x Pruitt No. 169)

Usually the color classification of a glad is determined by the color found near the edge of the petals—in this case a warm light pink. But this could hardly be called a pink glad, as the soft yellow of the throat pours out in such generous profusion as to cover fully two-thirds of the petals. If you grow the beautiful variety, Conquest, we might describe **Goldenheart** for you as a ruffled Conquest with much more yellow in the throat. The fine suede texture of Picardy is very noticeable in this seedling. A tall grower with a moderate flowerhead; good propagator.

(Pruitt No. 169, as we learned several years after using it, was a seedling of Betty Nuthall x Glorina).

Bulbs each, any size: \$3.00. Bulbets: \$.50 each.

RADIANCE (Baerman) (Picardy x Tip Top)

Deep salmon pink verging onto scarlet with a small distinct throat blotch of white. Another stalwart performer that, like our other introductions of this season, should prove a good commercial. **Radiance opens a long ribbon of bloom.** Placement, habits, and propagation are excellent.

Bulbs each, any size: \$3.00. Bulbets: \$.50 each.

REPORT ON THE 1939 BLOOMING SEASON

The 1938 blooming season was the finest we have ever enjoyed since we began growing glads. However, the 1939 season in spite of being much drier, was a close second—our local rains having been well spaced.

The thrills began with the first glad that came into flower (in the greenhouse), **Myrna**—one of the discoveries of the season. This huge, richly ruffled tall creamy white does not quite equal **Shirley Temple** at the latter's best (as enjoyed on the Pacific Coast), but unlike the latter which is a very doubtful doer in hot weather, **Myrna** was magnificent in extreme heat, crooking not at all. We are pleased to give **Myrna** our highest recommendation. Few glads that we can think of offhand combine so fully the high beauty to thrill the fancier, with the stalwart qualities of performance that the commercial grower requires. Also outstanding among the whites was Pfitzer's much touted **Edelweis**. This huge flower possesses fine form and a papery whiteness that is absolutely snowy. We liked **Snowwhite** a great deal also. Every fancier will want to have it. **Margaret Beaton** is certainly one of the dozen finest glads we grow. This variety won the grand championship at the Minnesota State Fair this year and was also runner-up. Spikes were entered by two different growers (neither Colonial Gardens), indicating how generally well this glad performs. . . . Incidentally, no one will ever know what **Margaret Beaton** was bred from. Our friend, Mr. Twomey, one of the youngest hybridizers in the glad game, secured it as the result of his initial effort from unrecorded crosses made from some dime-store glad bulbs given by a friend. (Though **Beaton** may have been beginner's luck, subsequent carefully planned crosses from the same originator, indicate that dame fortune evidently knew what she was about.) But here is what I was getting at: This summer we had a seedling bloom that almost duplicated **Beaton** (the small marking may have been even pinker)—and it came from a quite incredible cross: **Picardy x Marmora**. The fact that a number of whites came from this cross (some of them pure whites) indicates that no error was made. (After all **Ariadne**, the other new blatched white, came from **Picardy x Red Lory** We must not overlook **Vredenburg**, an earlier, larger, whiter **Maid of Orleans**, which reminds one considerably of the great **Edelweis**. It promises well as a commercial. . . . Lastly, to share one of our seedling thrills, I'll mention the largest glad that ever bloomed in our garden or fields: a snow white seedling of **Picardy x Minuet**, larger than **Picardy**, **Heritage** or **Miss New Zealand**. Before it came into bloom the buds (there were over 20) were set about 5" apart on the stem. When nine 6 1/2" blooms, set so well apart were open at once it was unquestionably the largest glad we have ever bloomed. However, this was the second year it bloomed, I want to be careful to "knock on wood" because so many seedlings lose in later bloomings that something that made them great. . . . All in all, it was quite a white year!

In the other color classes, glads that stand out in retrospect are **King Lear**, a magnificent purple, **Gloaming** an ideal commercial in great favor with the florists, **Diane** a taller, larger, plain-petalled **Barcarole**, **Aladdin**, a superb beauty that may not be a commercial, **Usona**, an unusually smooth new smoky, **Greta Garbo**, an apricot from Konyenburg and Mark, **Jasmine**, Palmer's new lemon yellow, a real beauty. **Sensation** was startlingly large but hardly a color-thrill. **Marquerite** was not as good as in the West, but give it time to get acclimated. It is a really great glad.

Chamouny, as usual, attracted more attention from garden visitors than any other variety we bloomed. Women, especially, have a weakness for this unusual bright cerise-rose color.

Irak was excellent—one of the most outstanding novelties without any question. **Amulet** is certainly one of Palmer's best—a magnificently ruffled apricot. **Arethusa** was fine, but varied a little in color, depending on the weather. **Freckles** would make a real name for itself if it were only a good propagator. **Algonquin** was good, but **Memory of Hindenburg** outdid itself this season among the reds. **Changeable Silk** probably has the most subtle beauty of any gladiolus. It is a very good doer with us. **Virginal Rima** is still a phantom of delight. **Puritan** and **Cavalier** were finer this summer than we have ever grown them. I hope they did as well elsewhere, and that their outstanding beauty is not obscured by other glads of greater size. **New Era** is still in everybody's dozen best. **Rosalie** made more of a hit with others than with the writer. I'll admit it's good, however. **Morning Serenade** is all we claimed for it in color—the palpable glowing softness of the dawn is surely there. **Ruffled Beauty** and **Paradise**, neither so new, were both among the best.

Also outstanding, of course, were the seedlings which we are introducing this year: **Liberator**, **Legend**, **Edvard Grieg**, **Goldenheart**, and **Radiance**.

MAKE YOUR GLAD HOBBY PAY FOR ITSELF

This summer one of our customers sold \$175.00 worth of cut flower glads to florists and neighbors from a planting covering a single city lot (75' x 150'), and would have done even better had he planted only varieties that produce the highest percentage of cuttable spikes. (It is this consideration along with earliness, and color value that determines which glads can be grown successfully commercially.)

Since many of our customers sell some glads as cut flowers and since information as to the best varieties to grow for this purpose is frequently requested, I am listing herewith the varieties which in our experience produce the highest percentage of cuttable spikes and have the colors most in demand. Several years ago we presented such a list. This new one is modified to conform to further experience of our own, and is divided for the first time into early, midseason, and late recommendations.

When the same variety appears in both early and midseason recommendations (and sometimes late also) it means that several plantings of this variety are made or that we plant different sizes. (Varieties that produce tall spikes from No. 3 or No. 4 bulbs are especially economical to grow for cut flowers, and this factor has been considered in making these recommendations.)

Early pinks: Sweetheart, Margaret Fulton. **Midseason pinks:** Margaret Fulton, Debonair, Phyllis McQuiston. **Late pinks:** Picardy, Margaret Fulton, Debonair.

Early and midseason white: Maid of Orleans. **Late whites:** Maid of Orleans, Mary Elizabeth.

Early and midseason yellows and oranges: Brightside, Golden Poppy. **Late yellows and oranges:** Brightside, Bit O' Heaven, Golden Poppy, Primate.

Early cream, buff, flesh: Lotus. **Midseason cream, buff, flesh:** Lotus, Duna. **Late cream, buff, flesh:** Duna, Paradise.

Midseason and late reds and scarlets: Dr. Bennett, Red Phipps, Com. Koehl, Dr. Hoeg.

Early lavenders and purples: Queen of Bremen, King Arthur, Gloaming. **Midseason lavenders and purples:** King Arthur, Early Melody, Gloaming. **Late lavenders and purples:** Minuet, Gloaming, Early Melody (from No. 3's and 4's), King Arthur.

All season violet: Ave Maria.

We have, of course, omitted all high priced varieties from this list. Also we deliberately held the list down to about twenty five varieties to comprise only the "cream" of the commercials.

If I had to pick five varieties from this list that are (in our locality) the very ultimate in fine performance (cutting 95-100%—and more when the bulbs split), I would name: Margaret Fulton, Maid of Orleans, Minuet, Gloaming, Debonair. Their unailing height and reliability even in dry weather make them commercials par excellence. We sell more Margaret Fulton and Maid of Orleans to florists than we do any other varieties. Picardy is the No. 1 commercial late in the season but we cannot bloom it successfully here until after August 15 because it crooks so badly in the severe heat that often prevails here up to about that date. (Incidentally, the commercial sorts recommended here are exceptionally heat resistant except for Picardy.)

Brightside and Golden Poppy sell so much better than any other yellows or oranges with our florists that we sell few others. I should make one exception. Ruffled Beauty, in a slightly higher price bracket, is much in demand as a light yellow. Early Melody has proved a find in the lavender class. Its remarkable height from even No. 5 bulbs makes it truly outstanding.

We depend to a considerable extent on "cull" bulbs for our own cut flower crop—i. e. large bulbs injured in digging, etc. Of the nearly two million small bulbs (planting stock) which we planted this year, less than 2% were cut for commercial sale, and these were cut so as to save the foliage. (We top all our planting stock—i. e. blooms of any size are removed, so that all the strength will go to the bulbs.)

We thought it might be of interest to show approximately what percentage of our total cut flower sales was accounted for by each of the varieties on our especially recommended list. (We sold some of other varieties, of course, also, but for convenience's sake they are omitted from this total. Also, in a few cases where we could have sold more of a certain variety than we were able to cut, I have raised the percentage slightly to give a fair picture of florist demand in our locality (It may, of course, vary in yours):

Margaret Fulton 12 percent, Debonair 5 percent, Picardy 7 percent, Sweetheart 5 percent, Phyllis McQuiston 5 percent, Maid of Orleans 13 percent, Mary Elizabeth 2 percent, Brightside 5 percent, Golden Poppy 5 percent, Bit O' Heaven 1 percent, Primate 2 percent, Lotus 3 percent, Duna 5 percent, Paradise 2 percent, Dr. Hoeg 1 percent, Commander Koehl 2 percent, Red Phipps 2 percent, Dr. Bennett 2 percent, Queen of Bremen 2 percent, King Arthur 4 percent, Early Melody 4 percent, Minuet 5 percent, Gloaming 3 percent, Ave Maria 3 percent.

If you live in a locality where there is a market for cut flower glads or if you would like more of these cut flower varieties for your own and your friends' enjoyment, we make the following unusual cut flower special:

We will supply any of the following varieties in lots of not less than 200 of each at 1c per bulb, F.O.B. Rushford—one-fourth of each lot to be No. 1's one-fourth No. 2's, one-fourth No. 3's, and one-fourth No. 4's. This size assortment will give you the proper succession of bloom, and enable you to get a start with commercial varieties at a very low price. No matter how many you order of a variety we will send one-fourth of each of the first four sizes. Thus if you order 1000 Brightside (\$10.00) we will send 250 No. 1's, 250 No. 2's, 250 No. 3's, 250 No. 4's, etc. Here are the varieties included in this offer (and we are including some good runner-up commercials as well as most of the top-notchers mentioned above):

Margaret Fulton	Duna	Sweetheart
Brightside	Lotus	Recovery
Debonair	Maid of Orleans	Golden Dream
Golden Poppy	Early Melody	Paradise
Picardy	Berty Snow	Waraga
Queen of Bremen	Ave Maria	King Arthur
Dream O' Beauty	Phyllis McQuiston	Baby Decorah

Remember, the minimum order on this price is 200 bulbs of a variety. We reserve the right to withdraw this special offer at any time either as to specific varieties or as to all varieties, so get your order in early!

If you want to buy special sizes, here is our regular wholesale F.O.B. price on the above varieties:

Per 1000: No. 1—\$24. No. 2—\$18. No. 3—\$12. No. 4—\$8. No. 5—\$6. No. 6—\$4.

By Request

Last year when we offered in our SYMPOSIUM COLLECTION to send any twenty-four new glads that might be selected from our list—even if they cost \$5 or more apiece—for a total of only \$10, some people thought it too good to be true, and a few surmised that we might send only bulbets, etc. However, our guarantee of satisfaction and our promise to send not less than a total value of \$50.00 (the choice of how much we could spare of each variety to be left to us), invoked a very hearty response. When our customers received their shipments, an unusual number of them wrote expressing their appreciation and surprise at the generous shipments and voicing a hope that we would repeat the symposium collection. We had not intended to do so, but on further thought decided to try it as a FALL SPECIAL. This offer is too good—and results in too great depletion of our stocks—to be repeated regularly. So if you want to get another of these wonderful glad bargains, get your order in as early as possible. One thing I can definitely state and that is that if the U. S. gets involved in war, bargains such as this will be impossible! . . . Any variety on our list may be included this year. A 50% deposit will hold your order. As last year, if you are not both surprised and pleased with your shipment, you may return it for a cheerful refund. Please use the attached special order blank for your order.

List Here the 24 New Glads You Would Like Us to Send You for Your 1940 Garden

Please send all of the above, \$10.00 enclosed.

Please send 1/3 of the above, 5.00 enclosed.

Please send 1/4 of the above, 3.50 enclosed.

Send me the above, I will pay for the full 24 varieties when they arrive. I will hold you harmless if I do not order.

NAME _____

ADDRESS _____